

No Reduction in Price of Oakland Sensible Six

At this time when the public mind is disturbed by sensationally announced price reductions of automobiles and other merchandise and commodities, we desire to give assurance to those who require Personal Passenger Transportation, such as provided by the Oakland Sensible Six, that we do not anticipate reducing the price of our cars.

Starting with the production of the raw material required and continuing through to the finished product, over 80 per cent of the cost of an Oakland Sensible Six is labor.

Over 80 per cent of the cost of all other automobiles produced in large quantities is labor.

When wages paid to labor are reduced, or when labor produces more per man, then may manufacturers of HONESTLY PRICED automobiles legitimately consider the reduction of their selling prices.

We have not heard of any instance where automobile workers are receiving lower wages.

If wages may be lowered eventually we see no immediate trend in that direction.

In the production of so essential a factor in our economic life as the passenger automobile—increasing as it

does the personal efficiency of owners by nearly 57 per cent—we believe the workers whose toil produces the vehicle should be large beneficiaries of the constructive character of their work.

If abnormal demand has been responsible for over-enthusiastic expansion and inflated profits in certain instances, the wage earner should not be made to suffer as he must if powerful forces effect lower automobile prices whether or no.

True enough, there have been many instances of inflated prices. There has been profiteering. And true enough, abnormal profits must be eliminated.

And that is what has been going on all around you recently—the price reductions you have witnessed in automobiles and other merchandise are the belated shaking out of the abnormal profits. The normal profits are still there.

Manufacturers whose goods have been priced on actual cost to produce, plus normal profit, have no inflated figures with which to appeal to the uninformed public in sensational announcements of "Price Reductions." Prudent, studious buyers will not be misguided by erroneous principles.

Oakland Price Advance in Five Years, Due to Increased Cost of Labor and Material, Only 27.4 Per Cent

In 1915 Model 32 Oakland Sensible Six was put on the market at \$795 f. o. b. factory.

Since 1915 the wheelbase of the Sensible Six has been lengthened five inches, its weight increased about four hundred pounds, its horsepower materially increased, its frame made deeper, and in many other ways the car has been enlarged, strengthened, improved and refined.

If the present Model 34-C had been built in 1915, it is more than conservative to say that, based on labor and material costs at that time, we would have been compelled to list it to sell at \$1095, or more, f. o. b. factory.

We are therefore able to say, also with great conservatism, that the present price of Model 34-C represents an increase, due solely to increased costs of labor and material, of 27.4 per cent. Larger production each year has kept this increase at a low figure.

Compare this increase with the increase of other automobiles and with commodities—with the things you buy every day.

Nowhere have we been able to find a standard article of merchandise that has increased as little in selling price as the price of the Oakland Sensible Six.

In the event of unexpected reductions in the cost of the labor and material that enter into the construction of the Oakland Sensible Six to a point where we may properly and legitimately reduce the list price of our cars between October 1st, 1920, and May 1st, 1921, we will refund to every Oakland purchaser who buys within the above mentioned period of time the amount of such reduction

OAKLAND MOTOR CAR COMPANY

Sixth Largest Builders of Automobiles in the World

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